

REMARKS/ARGUMENTS

This Amendment is being filed in response to the Final Office Action dated April 3, 2009. Reconsideration and allowance of the application in view of the amendments made above and the remarks to follow are respectfully requested.

Claims 1-12 are pending in the Application. The claims are amended herein to clarify that which is recited in the claims. These amendments to the claims are provided to place the application in condition for allowance and further place the claims in better form for appeal should such appeal be necessary, by reducing issues that may need be presented in appeal. No further search should be necessitated by these amendments to the claims. Accordingly, consideration and entrance of the claims as amended is respectfully requested.

Applicants respectfully request the Examiner to acknowledge the claim for priority and receipt of certified copies of all the priority document(s) or an indication of which priority documents are not yet received.

In the Final Office Action, claims 1-12 are rejected under 35 U.S.C. §103(a) over U.S. Patent Publication No. 2003/0197472 to Kanauchi ("Kanauchi") in view of U.S. Patent Publication No.

2002/0196241 to Morita ("Morita"). This rejection of claims 1-12 is respectfully traversed. It is respectfully submitted that claims 1-12 are allowable over Kanauchi in view of Morita for at least the following reasons.

It is undisputed that "Kanauchi does not teach wherein said the at least two bands of rows of pixels scrolling in the column direction over time such that at least two bands of rows of pixels change horizontal position from one time to a next time." (See, Final Office Action, page 2.) Morita is cited to provide that which is admitted missing from Kanauchi, however, it is respectfully submitted that reliance on Morita is misplaced.

For example, Morita in FIG. 8C cited in the Final Office Action, clearly shows only one "display area 106A" (see, Morita, FIG. 8C and paragraph [0162]). Further, while Morita does show scrolling in a horizontal direction across a row of pixels, Morita does not show that the display area scrolls in the column direction over time.

It is respectfully submitted that the method of claim 1 is not anticipated or made obvious by the teachings of Kanauchi in view of Morita. For example, Kanauchi in view of Morita does not disclose or suggest, a method that amongst other patentable elements,

comprises (illustrative emphasis added) "at any point in time, illuminating a plurality of rows of pixels, the plurality of rows defining at least two visible bands of rows separated by a non-illuminated band, the at least two visible bands of rows of pixels scrolling in the column direction over time such that at least two visible bands of rows of pixels change horizontal position from one time to a next time, and wherein at most 75% of the rows are illuminated at any point in time" as recited in claim 1, and as similarly recited in claim 8. Morita as illustrated by FIG. 8C, at least clearly has display periods wherein only one group of pixels are visible.

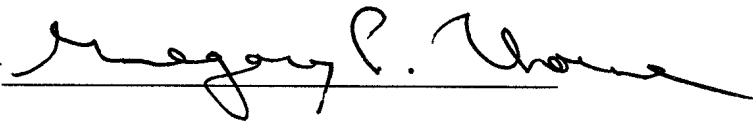
Based on the foregoing, the Applicants respectfully submit that independent claims 1 and 8 are patentable over Kanauchi in view of Morita and notice to this effect is earnestly solicited. Claims 2-7 and 9-12 respectively depend from one of claims 1 and 8 and accordingly are allowable for at least this reason as well as for the separately patentable elements contained in each of the claims. Accordingly, separate consideration of each of the dependent claims is respectfully requested.

In addition, Applicants deny any statement, position or averment of the Examiner that is not specifically addressed by the

foregoing argument and response. Any rejections and/or points of argument not addressed would appear to be moot in view of the presented remarks. However, the Applicants reserve the right to submit further arguments in support of the above stated position, should that become necessary. No arguments are waived and none of the Examiner's statements are conceded.

Applicants have made a diligent and sincere effort to place this application in condition for immediate allowance and notice to this effect is earnestly solicited.

Respectfully submitted,

By 

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June 2, 2009

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